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public to something *free* for their mental and physical uplift."

There you have the two sides of the crucial point of this whole publicity idea. Your committee feels that it is a test of our ideals, a test of our willingness to trust the public to recognize and support librarianship that dares to render the service the public wants.

Two or three statements of problems from individual libraries are examples of the service that a library publicity expert at A. L. A. headquarters should be giving:

"It would pay the state organizations to employ a good publicity expert to go from library to library and instruct the librarians how to reach the people."

"What is to be done when the library is some distance from the center of the city, so that it is an effort to people to visit it? Also, when the library building is so imposing and forbidding in aspect, both outside and inside, with its high granite steps, and almost overpowering marble interior, that people are actually uncomfortable when they enter and find they must traverse the long mosaic flooring to the loan desk, each footfall resounding....?"

"How shall we get the business men to 'sense' the individual, commercial, and civic value of the public library? The local commercial club printed a poster called 'Facts you should know about Our Town.' The public library was not included, although 'miles of paving' and 'miles of sewer' were."

"My chief problem is the minds of the library committee. Have tried several years to get permission to print a new edition of a technical list. Meanwhile several times the amount needed has been spent on ornamental shrubs."

I venture to state the following conclusions

somewhat categorically, because there is no time for any other method:

1. There is no magic or mystery about library advertising. It is a science. It must be based upon our stock in trade. It must be accompanied by service.

2. There is no hard and fast method to be followed, no fixed percentage to be spent on publicity. We must each study our conditions and lay out our campaign accordingly.

3. State library commissions need to study and help more with the publicity problems of small village libraries. In many cases, I believe, it will be found to be a fundamental matter of librarianship, to be helped only by training.

4. College and university libraries have a publicity duty from which they are not excused by reason of their assured clientele.

5. We are still playing with library advertising. The American Library Association as an organization has not tackled the matter as seriously yet as the conditions warrant. We are not spending enough for conference publicity, and not anything approaching what we should for general library publicity. Individual libraries are not spending enough, or wisely enough.

But we shall all spend more for library publicity, and that more judiciously. And we shall have a permanent A. L. A. publicity officer to lead in A. L. A. official publicity and to advise in the publicity problems of all libraries. These problems will be found to be matters of community service, of library finance, and of librarianship.

LIBRARY COMMISSION PUBLICITY

By MRS. ELIZABETH CLAYPOOL EARL, *President Indiana Public Library Commission*

I find that state commissions who are doing things at all, work along about the same lines of publicity, through publications of various sorts, exhibits at county and state fairs, club conventions, news-

paper articles, addresses, distribution of helpful literature, etc., all of which is excellent. But something more is needed, and I feel the time has come to weed out misfits through a constant presentation in

public print of the ideal commissioner, trustee, and librarian.

Several of the commission secretaries have informed me they do not dare to do much publicity work, else they could not meet the demands with their appropriation. If the greatest handicap to progressive and constructive library work, is, as some think, lack of funds, it seems to me the easiest and most effective way to get more money is to publish your needs, your victories and your opportunities, keeping a whirlwind of ideas going to get public sentiment behind the big thing you are trying to do. Can you think of an easier and more effective bit of publicity work than to have a whole state clamoring for something they cannot get, and are entitled to have? No legislature could withstand such an argument for larger appropriations. Another publicity opportunity largely overlooked by the commission secretaries is the getting of newspaper articles about their work into the daily papers, until every man, woman and child in the state knows there is a library commission and that through it every library interest of the state is reached, nurtured and developed—that the library commission is a dynamic force in the educational propaganda of the state.

Perhaps the most needed publicity work

commissions can do is to push the sentiment that the library stands side by side with, if not a little ahead of, the educational forces of the state, demanding for librarians professional recognition, with salaries in proportion to the dignity of their work, urging that the greatest privilege and honor in any community is serving with intelligence on a library board, no matter whether it is in a town of 2,000 or a city of 200,000.

Commissions can help the small library in a publicity way.

By reporting in the commission bulletin effective methods tried in various libraries of the state.

By preparing newspaper articles suitable for publication in any local paper advertising the library.

By getting advance information from libraries of lists to be published and arranging for coöperation.

By stimulating interest in and directing such things as library week, exhibits at county fairs, etc.

By arranging for district meetings to advertise the libraries.

By giving talks on library service at dedications, library days, etc., to advertise the local library.

By advising librarians as to publicity methods.

A PUBLICITY EXPERT FOR LIBRARIES

By C. H. COMPTON, *Seattle Public Library*

In presenting the proposition of a publicity expert for libraries, I should like to have what I say considered as a message from the Pacific Northwest Library Association to the American Library Association.

We librarians of the Pacific Northwest, some 150 strong, believe that a long step towards the solution of the publicity problem of libraries lies in the adoption of this idea. We have been fathering the

idea for three years, and through the publicity committee of our association have been endeavoring to bring it to the attention of libraries throughout the country. It already has the endorsement of a number of state library associations, the hearty approval of many librarians and the support of the publicity committee of the A. L. A. A plan for financing coöperatively a publicity expert was laid before the Executive Board at its meeting in December by